

How to Teach Your Dog to be a Gentleman

(OR A LADY)



A GUIDE TO THE PROPER TRAINING
AND FEEDING OF YOUR DOG

UP-TO-THE-MINUTE
WARTIME
FEEDING
SUGGESTIONS



Strict, unquestioned obedience is kind and humane. A dog that is allowed to do as he pleases, when and where he pleases, brings nothing but condemnation and heartaches. If you will follow the simple rules and suggestions of training and conditioning outlined in these pages—which I certify to be those actually followed in my own training and conditioning kennels—you will be justly proud of your dog.

—MICHAEL VON MOTZECK



The Foundation of All Training...

By **MICHAEL VON MOTZECK**

Nationally Famous Dog Trainer, Conditioner, and Dietician



OBEDIENCE

Obedience is the foundation of all training. An obedient dog actually enjoys life far more than a disobedient dog—and, of course, he brings far greater enjoyment to his owner. I know, because at our training and conditioning kennels in Chicago we have actually trained more than 3,000 dogs and have yet to see one that isn't happier—and healthier—as a result of being obedient.

Most dogs are really anxious to be well-behaved. They *want* to do what is right, provided they understand exactly what *you* want them to do. The responsibility, therefore, rests entirely upon the owner.

Many people make the mistake of first training a dog to do a few tricks, which they delight in showing their friends. If the dog is in the mood, he does them; if not, the excuse is made that he does not feel well. Yet the dog that is *first* trained to be obedient is more easily taught to do tricks, for only when he *is* obedient is his mind under complete control.



HOUSEBREAKING

Don't attempt to housebreak a puppy before he is at least three months old. If you cannot keep a constant watch on him, tie him where there are no rugs. Use *short* leash, so he can stand or lie comfortably but cannot turn around. (If dog relieves self while tied, 'shame' him in low voice; do not punish any other way.) After dog has been tied an hour or so, take him outside on long leash. Let him wander on leash. Do not walk him until he has relieved himself. Allow 18 minutes for relief (after training, when off leash, he will require about seven minutes). Housebreaking requires 10 to 14 days.

REGULARITY

Regularity is just as vital in housebreaking as is the actual training routine itself. Help the puppy establish regular habits. Take him outside to relieve himself at *regular* intervals. Do the same thing with an adult dog, too—take him out first thing in the morning, after each meal, and before retiring. Above all, be careful what food he eats. You will find the famous Red Heart Feeding Plan described on pages 20 and 21 especially good for young and old dogs alike, since it was developed to help assure normal elimination.



"HEEL"—on leash

Walk close to fence or wall with the dog between fence and your left leg. Always keep dog at your left, so he will be between you and passers-by to protect you if necessary. Hold the 50-foot training rope slack in right hand. If dog starts ahead, twitch rope backward with left hand and release with command, 'Heel.' After dog has been taught to "Heel" along wall or fence, then walk briskly in zigzag course with sudden stops and reverses. Pat dog's head frequently to hold his attention. Follow routine for 15 minutes each time you take the dog for a walk. (See illustration page 5)



If you have successfully trained your dog to "Heel," he will always prove to be a mannerly walking companion.

"HEEL"—without leash

If your dog has been correctly trained to "Heel" on leash, as pictured above, it is comparatively simple to teach him to "Heel" off the leash. Allow the 50-foot training lead to drag on ground. If he makes a break, simply step on rope. Keep your left hand close to his head. If dog starts ahead, twitch lead rope and command, "Heel!" To "Heel" properly, he should stay at your *left* side with his neck in line with your left leg. As training advances, change to four foot lead. When you are confident your dog is fully trained on this command, eliminate lead rope.

"SIT"

Twitch lead rope with right hand and press down on dog's back just in front of hip bones with forefinger and thumb of your left hand—while commanding him to "*Sit*." Walk dog briskly two or three paces at "*heel*," stop, and command dog to "*Sit*." Repeat rapidly Repeat routine until dog learns full meaning of command. Be consistent. *Do not say*, "*Sit Down*" one time and "*Sit*" another. After dog has mastered lesson, combine command with "*Heel*" training. (See pages 4 and 5.)



"DOWN"



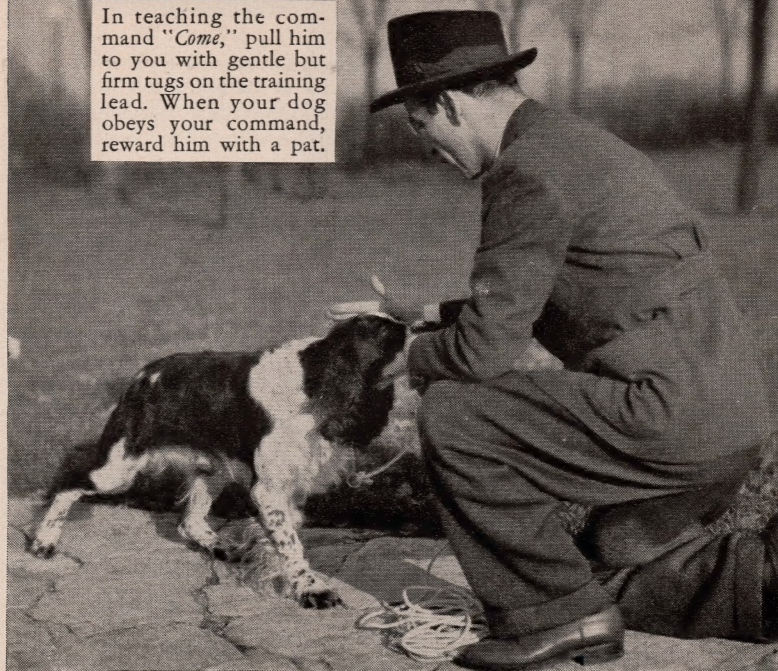
First command the dog to "*Sit*." Then place your right arm behind his front legs and push them forward, at the same time press down behind his shoulder blades with thumb and forefinger of left hand, giving the command, "*Down*." Then combine it in rapid order with "*Heel*" and "*Sit*." Repeat routine until dog has completely mastered it. When the dog has correctly obeyed commands during this operation, reward him with a friendly pat. Always use the *one-word* command, "*Down*", not "*Lie Down*."

"STAY"

Place the dog in either the "*Sit*" or "*Down*" position. When he has obeyed whichever command you issue, back away from him, holding lead rope in left hand and pointing forefinger of right hand in an attentive manner, as you command him to "*Stay*." If he starts to break, walk back to him and again command, "*Stay*," placing him in *same* position as before. Back away from him again, repeating command "*Stay*." Gradually increase distance between you and dog. After he has "*Stayed*" for a few seconds, command him to "*Come*." Then reward with a pat.



In teaching the command "*Come*," pull him to you with gentle but firm tugs on the training lead. When your dog obeys your command, reward him with a pat.



"COME"

If your dog starts to break, be fair to him by first commanding him to "*Come*." But if he refuses, repeat the command and start off in the opposite direction holding end of lead. If he still refuses, tug on lead—with each tug repeat the command, "*Come*." After your dog has returned to you, command him to "*Sit*" in front of you. Then reward him with a pat. Follow this with command, "*Heel*," taking one step forward to the right and then one step forward to the left bringing your dog into "*heel*" position. Remember, the one thing you want to convey to the dog is that the *safest* place in the world for him is by your left side.

"BED"



Knowing his quarters is an extremely important factor in your dog's obedience training. When bringing the dog into the house, drop the leash and order him to go to his bed or quarters with the command, "*Bed.*" If he refuses or does not understand, pick up the leash, take him to his bed, and tie him up in same manner as described in 'Housebreaking' on page 4. Until your dog is completely housebroken, the only time you should leave him untied in the house is when you can keep him under close personal observation.

"SHAME"

Teach him that *Shame* is an indication of intense disapproval on your part by standing in front of dog and pointing your finger at him, saying "*Shame.*" And remember that your dog's *ability to learn* and his *inclination to obey* are influenced to a large extent by his general health and condition. Only well-conditioned dogs can be properly trained. Feed a good diet such as Red Heart 3-flavor Dog Food. Its nutritional quality helps keep dogs physically and mentally alert.



"QUIET"



When dog starts to bark, tie his jaws with a two-inch strip of gauze or wide, soft cloth. Wrap around jaws, crossing underneath lower jaw, and tying back of head. Leave this "muzzle" on for an hour; then remove and hang where dog can see it. If he barks again, command *Quiet* and, if dog continues to bark, follow same procedure. Usually it takes only five or six lessons to eliminate this bad habit. **CAUTION.** Do not use narrow gauze or cloth since it might have a tendency to burn the hair and leave a permanent mark.

Never allow your dog to jump up on people. To prevent this, nudge dog sharply with your knee and throw his forefeet away from you.



STOPPING DOG FROM JUMPING ON PEOPLE

Jumping up on people is a particularly annoying habit, since your dog may have dirty feet, he may tear clothing, or he may frighten someone. Unless he is taught *not* to jump up, he may embarrass you a great deal. To keep him from jumping, merely follow this simple procedure. If a large dog jumps up on you, nudge him sharply on his chest with your knee and throw his forefeet away from you, giving the command 'No'. If a small dog, raise your knee so he will bump against it. Do not back away, if anything, go forward. Repetition of this sort of treatment will make your dog a most gentlemanly or ladylike greeter.



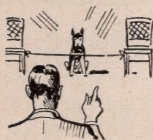
REFUSING FOOD FROM STRANGERS

Refusal of food from strangers is extremely important if you want to be *sure* your dog eats the right food—and that he is not given poison. To teach him to accept food from you only, hold a few

Red Heart Dog Biscuits in palm of your *right* hand, pointing fingers straight out. Offer food to dog, but each time he tries to get it, push his nose sharply with your fingers. Then put food in your cupped *left* hand and let him eat it, at the same time patting him on head. *Never* feed him with the right hand, which is usually presented by strangers.

TEACHING NOT TO PICK UP FOOD

Picking up food from the ground or food that is not in his feeding pan is a dangerous habit for your dog. To teach him not to do this, have a stranger scatter some Red Heart Dog Biscuits in the kitchen or yard, unseen by the dog. Then each time he starts to pick up one, command "*No*," in a firm voice. Then take a Red Heart Dog Biscuit in your *left* hand and allow dog to eat it. A few lessons will convince him that he is not supposed to eat food except from his feeding pan or your *left* hand.



REMAINING IN A BOUNDARY

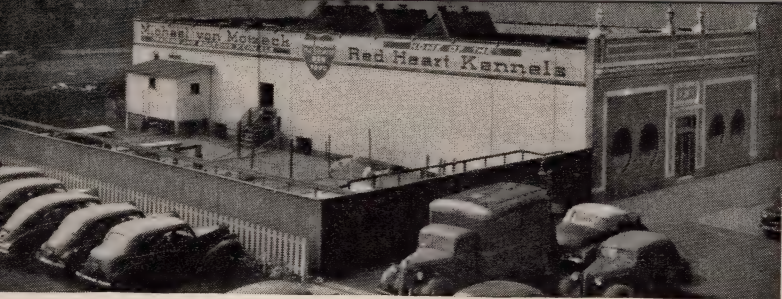
Set up two markers (chairs, posts, etc.) in the yard or in a room and tie a rope between them about a foot off the ground. Place dog on other side of boundary and have *someone else* call him. When he starts to cross boundary, "*Shame*" him. Each time dog refuses to come to stranger, go to him and reward with a pat. Then with the command "*Heel*," take him across the boundary line on "*heel*." Repeat routine, lowering height of rope after each few lessons until it is lying on ground. Once dog has mastered lesson, follow training routine at street curb.



Dogs enjoy retrieving and will get much good sport out of it. Retrieving also gives you an opportunity to use other commands that the dog has been taught.

RETRIEVING

Intrigue the dog's interest by waving the object to be retrieved before him. Make several false motions to throw it. Then toss it a short distance and command dog to "*Fetch.*" Dogs are natural retrievers and if you make a game of it, your pet should instinctively run after the object and pick it up. Then command him to "*Come.*" When he comes to you, command him to "*Sit*" in front of you. Remove object from his mouth. Reward him with a pat. Follow this with command "*Heel*" and repeat retrieving routine. Unless absolutely necessary, at no time *force* dog to retrieve.



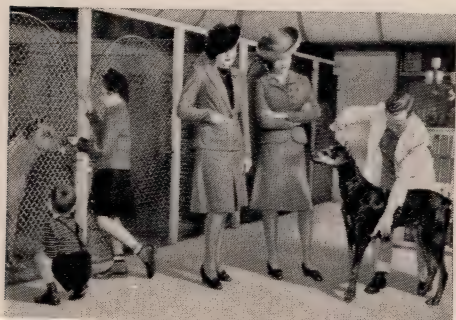
THE RED HEART KENNELS ARE A POPULAR MECCA FOR DOG LOVERS.



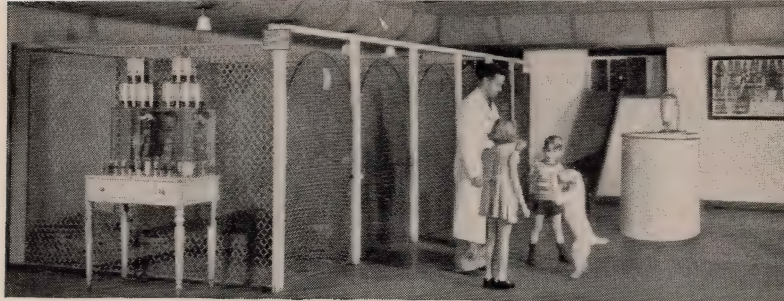
EVERY DOG at the Red Heart Kennels is fed Red Heart Dog Foods purchased from retail stocks.

EXTENSIVE FEEDING TESTS KENNELS PROVE DOG

THERE is only one way to determine how good a dog food really is. That is to feed it to dogs and see how they react. At the famous Red Heart Kennels, located on Chicago's lake front, under the supervision of Michael von Motzeck, this procedure has resulted in long-term feeding tests of dogs ranging from huge St. Bernards to tiny Pekingese. In fact, many generations of dogs at the Red Heart Kennels have been raised since puppyhood on Red Heart diets.



DOGS AT THE KENNELS are fed according to feeding schedules shown on pages 20 and 21 of this booklet.



ALL CONVENIENCES AT THE RED HEART KENNELS ARE MOST MODERN.

S AT FAMOUS RED HEART S GO FOR RED HEART

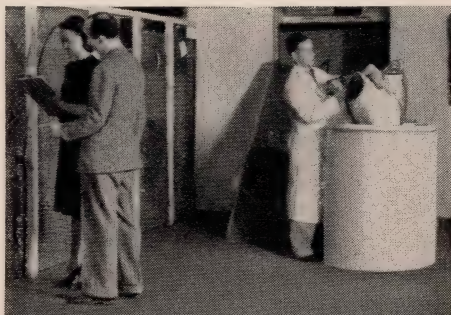
"The extensive feeding tests which we have conducted at the Red Heart Kennels," states Mr. von Motzeck, "indicate beyond doubt that Red Heart Dog Food with its stimulating taste variety of beef, fish, and cheese flavors—helps keep dogs of all sizes and breeds robust, healthy and full of pep."

Model of cleanliness and healthful feeding, the Red Heart Kennels are open to the public from 9 a.m. until 7 p.m. Feeding hours are at 9 a.m. and 4 p.m. daily



CAREFUL FEEDING and breeding methods at the Red Heart Kennels have helped develop many dog show winners.

EXHAUSTIVE FEEDING TESTS show that Red Heart Dog Food helps keep dogs of all sizes and breeds in vigorous health.





FEEDING YOUR DOG

Your dog's ability to learn and to retain his education may depend, to a large extent, upon the wisdom and care with which you select his food and determine his feeding schedule. No dog can learn well when he is not physically up to par. If his food does not help keep him in sound condition, it is difficult for him to apply himself diligently. Feed him good, nutritious food always—preferably Red Heart 3-flavor Dog Food and Dog Biscuits, heart-shaped or kibbled.

WARTIME FEEDING PROBLEMS

The ban on tin cans for dog food, early in the war, has caused a serious feeding problem. In peacetime your dog probably was fed and thrived on Red Heart Canned Dog Food. Now, however, he may turn up his nose at wartime dog foods. With meat rationing, of course, you *must not* feed fresh table meat. Table scraps, when available, may *not* provide a well-balanced diet. Add to this the fact that hundreds of new, unknown "substitute" dog foods have been introduced and many dogs simply refuse to eat wartime foods. Most dogs readily take to the *new, improved* Red Heart 3-flavor Dog Food in its well-balanced, nutritious wartime form and grand new taste.



CONSERVE TABLE MEATS

No dog owner can afford to use precious ration points to buy meat for his dog. To do so is unpatriotic. It robs you and others of essential nourishment. Above all, it is absolutely unnecessary.

All you have to do is feed Red Heart 3-flavor Dog Food. This kennel-proved, laboratory-tested food contains the vitamins, minerals, proteins, and carbohydrates your dog needs. More than that, Red Heart—unlike *any* other dog food—offers the stimulating taste variety of 3 *delicious* flavors—beef, fish, and cheese.



At the modern Morrell Laboratory of Scientific Research, expert biochemists under the capable guidance of C. E. Gross, Ph.D., keep constant check on Red Heart quality

WELL-BALANCED FOOD

Dogs go for Red Heart 3-flavor Dog Food And you couldn't feed more wisely This *new*, improved food is a blend of proven nutritious ingredients, fortified with vitamin and mineral concentrates. It provides all the food essentials your dog needs for health and energy Morrell's reputation as a leading producer of fine meats assures your dog the *high quality* animal protein content so essential in a really well-balanced food. The maximum quantity permitted is guaranteed in every package a product of Morrell's own sanitary packing plants.

TASTE VARIETY

Your dog gets just as tired of eating the same-tasting food day in and day out as you would. He, too, craves variety. That is why the manufacturers of Red Heart make America's most popular dog food in 3 *delicious flavors*—Diet A, Beef Flavor; Diet B, Fish Flavor; Diet C, Cheese Flavor. By rotating each flavor—feeding Diet A one day, Diet B the next, and Diet C the following day—you treat your dog to the appetite appeal he desires. Let this be one important way of showing your appreciation for his devotion.



VITAMINS

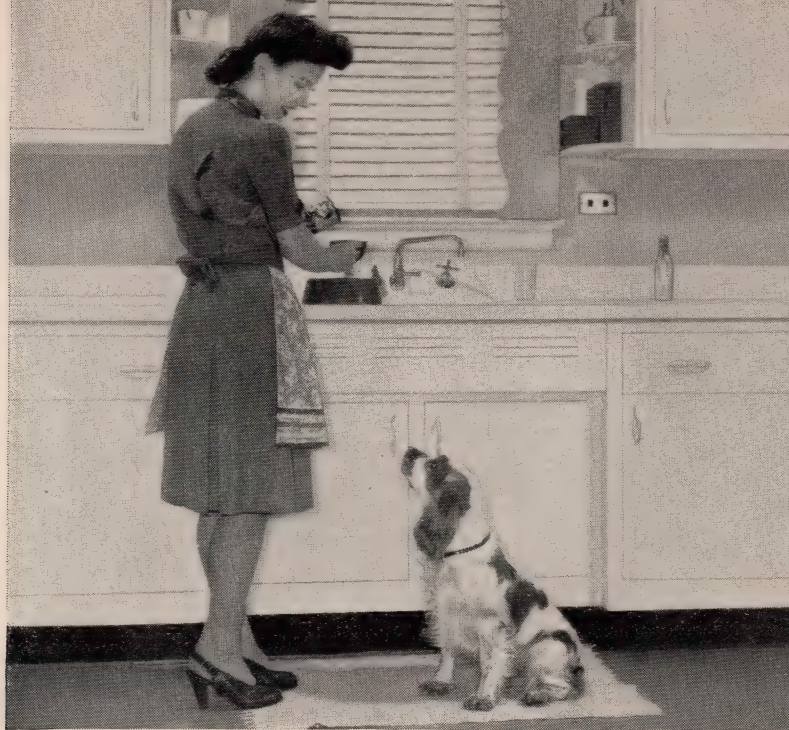


Dogs require an abundance of essential vitamins daily, the same as humans do. Careful, scientific analysis by skilled research biochemists at the famous Morrell Laboratory of Scientific Research show that Red Heart *3-flavor* Dog Food provides abundant supplies of Vitamin A, Vitamin B Complex, Vitamin D, and other essential vitamins. Red Heart also furnishes such essential minerals as calcium, phosphorous, iron, copper, and other trace minerals.

FOR ALL SIZES AND BREEDS

You can safely feed Red Heart *3-flavor* Dog Food to *any* dog, regardless of size or breed. Whereas laboratory-testing assures Red Heart's consistent top quality, extensive feeding tests at the Red Heart Kennels prove the food's healthful benefits. These tests show that Red Heart *3-flavor* Dog Food helps dogs of all sizes and breeds—from the smallest to the largest—to (1) grow normally, (2) resist disease, (3) keep glossy coats, (4) develop sound teeth and bones, and (5) live a full life span.





All you have to do to feed Red Heart 3-flavor Dog Food is to mix two parts Red Heart with one part water (or milk or broth) which is absorbed *instantly*!

EASY TO FEED

Red Heart is exceptionally easy to feed. All you have to do is add water. Simply mix *two* parts of Red Heart 3-flavor Dog Food and one part water (or milk or broth, if you prefer). Once the food is mixed, you can feed it at once—since the water is absorbed *instantly*. No need to wait fifteen or twenty minutes before feeding! Always feed Diets A, B, and C (beef, fish, and cheese flavors) *in rotation* for stimulating taste variety.



HOW TO FEED A PUPPY

When the puppy is four weeks old, feed an occasional bowl of milk sprinkled with a little Red Heart 3-flavor Dog Food. After he is weaned (within a couple of weeks), feed a *small* amount *four or five times a day* to avoid potbelly and loose bowels. Feed Red Heart mixed with milk for every feeding except the third, at which time you can give him a Red Heart Dog Biscuit to chew on. Gradually increase amount of Red Heart and decrease amount of milk until, by the time he is three months old, you are feeding *equal* parts (by volume) of milk and Red Heart. Amounts to feed vary, but feed enough to keep hips well covered.

HOW TO FEED A GROWING DOG

Continue to feed four meals a day until the puppy is about six months old. From that time until he is a year old, gradually decrease daily feedings to three. When he is a year old, eliminate noon meal and feed a light breakfast and heavier evening meal. *Always feed heaviest meal when your dog can follow it with one to two hours of rest to aid digestion. If you want your dog to be particularly alert during the day, feed heaviest meal at night. If you exercise him at night, feed heaviest meal in the morning.* Or if your dog is especially active; feed equal amounts for both meals.



CHANGING YOUR DOG'S DIET

When you switch your dog from some other food to Red Heart, omit one afternoon or evening meal. Feed nothing until the next morning. Then mix two parts Red Heart with one part water—until mixture possesses the same "meaty" consistency that canned Red Heart had. If he doesn't go for Red Heart 3-flavor Dog Food the first time, offer same food a few hours later. Because of the new taste appeal, the chances are that he'll like it from the start.



Extensive kennel feeding tests and laboratory research show that dogs go for rations fed in accordance with the *economical* Red Heart Feeding Plan.

THE RED HEART FEEDING PLAN

The famous Red Heart (or Morrell) Feeding Plan outlined on the next two pages is a scientifically formulated feeding method developed after years of study to determine a wholesome, low-cost ration for dogs of all sizes and breeds. Feedings under this plan call for a balanced mixture of *equal parts* (by volume) of Red Heart 3-flavor Dog Food, water, and kibbled Red Heart Dog Biscuits. Milk or broth may be substituted for water if desired. Remember, too, *never bother your dog when he is eating*

FEEDING

... for Adult Dogs That

		If Red Heart 3-Flavor is fed, use following quantities.	
Representative Breed		Red Heart 3-Flavor Dog Food	Water
Small Dogs	Pekingese	1 cup	½ cup
	Fox Terrier, Cocker Spaniel	1½ cups	¾ cup
Medium Dogs	Boxer, Dalmation, Setter, Pointer	3 cups	1½ cups
	German Shepherd	4½ cups	2¼ cups
Large Dogs	Great Dane, St. Bernard	9 cups	4½ cups

*This table is simply a general guide you'll soon find what amounts are best for your own dog. These are suggested on the basis of a single day's feeding. Now, if you feed your dog twice daily (morning and evening) divide amount suggested above into two portions, but do not mix food until feeding time. Feed the larger portion at time of day when your dog is normally the least

SCHEDULE

Receive Moderate Exercise *

If Red Heart Feeding Plan is followed, use following quantities.

Red Heart 3-Flavor Dog Food	Red Heart Kibbled Biscuits	Water
½ cup	½ cup	½ cup
1 cup	1 cup	1 cup
2 cups	2 cups	2 cups
3 cups	3 cups	3 cups
6 cups	6 cups	6 cups

active. We recommend feeding larger breeds, such as Great Danes and St. Bernards, twice daily

In using Red Heart 3-Flavor Dog Food, be sure to feed the three flavors in rotation Diet A, Beef; Diet B, Fish, Diet C, Cheese and thereby supply your dog with a welcome taste variety

If you have any difficulty in starting your dog on Red Heart, see suggestions on page 18 on "Changing Your Dog's Diet."

IF YOUR DOG CHEWS THINGS

During teething, it is natural for puppies to chew things. Let your dog know he can chew *only* certain things—such as Red Heart Dog Biscuits, which provide vigorous gnawing exercise. If your dog does chew up something, take article in *right* hand and force sharply toward his mouth with command, “No.” Leave article in front of him. If he goes to touch it, repeat command. He will soon ignore it completely. **CAUTION:** Never allow your dog to chew bones, they sometimes splinter easily and may cause serious, often fatal, internal injuries. Give him a Red Heart Biscuit to chew on.



CARE OF TEETH AND HEALTH

Teeth are often the source of considerable trouble when dog owners are confronted with disinterest and lassitude on the part of their pets. Veterinarians say that healthy teeth are a first essential of a healthy dog and a healthy dog is a prime requisite for training. Have your dog's teeth and physical condition checked periodically by a veterinarian. For vigorous gnawing exercise and abundance of vitamins and minerals—so necessary for strong, healthy teeth and gums—feed Red Heart Dog Biscuits *regularly*.

BATHING YOUR DOG

Never bathe your dog more than twice a month—give him a good brushing instead. Too many baths may wash out the natural oil of the skin, cause the skin to become dry and scaly, and cause hair to fall out. A warm olive oil treatment will help to correct such a condition. Always bathe your dog in a warm room, away from drafts. Use lukewarm water and a good soap (not strong), massaging forward from the tail against the “grain” of the dog's hair. Rinse thoroughly to remove all soap. Be extremely careful not to get soap in your dog's eyes or ears. After the bath, dry him *thoroughly*.





Dogs' coats tell tales! Kennel feeding tests show that dogs fed exclusively on Red Heart have good, healthy coats.

BRUSH COAT REGULARLY

Get a stiff brush and give your dog's coat a good brushing *once a day*. This will keep his coat free from loose hair and dirt and will help give it a fine gloss. Remember that proper feeding with Red Heart 3-flavor Dog Food and constant stimulation by the brush will do a great deal toward the prevention of canine skin troubles and excessive shedding.

Daily brushing will go a long way towards keeping your dog free of unpleasant odors.



IF YOUR DOG IS SICK

Do not try to doctor a sick dog yourself. If you do not know *exactly* what is wrong with him when he is sick, take him to a veterinarian. Above all, don't wait too long before seeing your veterinarian, for many apparently "slight" illnesses often develop into more serious and often fatal complications. To help keep dogs well, always feed Red Heart 3-flavor Dog Food and Red Heart Dog Biscuits, heart-shaped or kibbled.

CONDITION AND TRAINING

Condition is one of the most important things in training a dog to be obedient and in *keeping* him that way. Today of all times, when there are so many unknown brands of dog food on the market, be sure that the wartime food you feed your dog is well-balanced to assure plenty of essential vitamins, minerals, and other necessary nutritive elements. Red Heart 3-flavor Dog Food helps dogs of all sizes and breeds to (1) grow normally, (2) resist diseases, (3) keep glossy coats, (4) develop sound teeth and bones, (5) live a full life span.



"God created man; then seeing how weak he was, gave him the dog."

TOUSSENEL

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New!

**RED
HEART**

3-FLAVOR DOG FOOD

The Nutritious Food

**YOUR DOG
WILL EAT**



FEED IN ROTATION